



Toy Business Forum 2026: Valuable impulses for the industry

- Top topics: AI, trends, community building and retail in focus
- Live on site: Inspiring presentations, panels and networking

The Toy Business Forum in Hall 3A continues to be the trend barometer for the industry. From 27 to 31 January 2026, professionals will discover what's trending in the market and where the industry is headed. With a diverse programme, international speakers, and innovative formats, the forum once again delivers focused inspiration, deep insights, and ample networking opportunities – all under one roof.

Networking with added value

The Toy Business Forum brings the most relevant industry topics to the stage. Formats such as live podcasts, panel discussions, inspiring presentations or "Exhibitors on Stage" promise a diverse programme for trade fair visitors. This year, the focus is especially on artificial intelligence, retail and toy trends, marketing, sustainability and kidults. Around lunchtime, the "Networking Break" offers guests the chance to grab a bite and connect at the numerous food trucks surrounding the Toy Business Forum – an ideal opportunity to forge new contacts and share ideas in a laid-back setting. Live music acts add to the vibrant fair atmosphere.

Further programme highlights

The ToyPitch kicks off the Toy Business Forum with a new edition. During the PressDay on Tuesday morning, media representatives gain exclusive insights into selected new products. More captivating topics are in store on Wednesday at the fair. The programme starts even before the fair opens with a new format – the international "Value of Play Conference", which explores the importance of playing from various perspectives. The presentation of the ToyAward follows directly afterwards. In the afternoon, a special highlight awaits visitors: Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG, meets Peter Handstein, Founder and CEO of Hape, for a fireside chat about exciting insights into the toy business. On Thursday afternoon, the stage will be



dedicated to model cars when the Model Car Hall of Fame announces the Class of 2025.

First speakers and programme highlights have already been announced:

- Reyne Rice (ToyTrends, USA): Emerging Trends & Technologies 2026 and Beyond
- Dennis Book (Thalia): Expansion and Future Strategy – Books and Toys as a Successful Duo
- Marilyn Repp (The Community Building Company): Community Building as an Opportunity for Brick-and-Mortar Retail
- Jasmin Karatas (RAW-R Agency) and Carol Rapp (SPIEL Essen): Live-Podcast "Kidults vs. Nerds"
- Sabine van Almsick (ECC Next): What do Chuck Norris, Ludo and AI have in common?

The complete programme will be published beginning mid-November at: www.spielwarenmesse.de/en/toy-business-forum. To shorten the wait until Spielwarenmesse 2026, last year's top presentations are available on demand on Spielwarenmesse Digital.

Images are available at www.spielwarenmesse.de/media.

15 September 2025 – sr

Spielwarenmesse®

The world's leading event for the sector – that's the Spielwarenmesse®. At this B2B event, key players as well as startups present their innovations and trends to retailers from all over the globe, live in Nuremberg. Alongside the extensive range of products, participants also gain a wealth of inspiration for day-to-day business together with valuable knowledge and useful guidance on the market, at what is for them the most significant industry gathering. The event is complemented by year-round coverage of themes, analyses and insights from the multifunctional platform Spielwarenmesse Digital and the e-journal 'Spirit of Play'. Since 2013, the term Spielwarenmesse® has been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 27 – 31 Jan 2026